Statement of Qualifications for a

Ledbetter Heights Neighborhood Opportunities Analysis City of Shreveport Department of Community Development April 07, 2009 – April 30, 2009

The City of Shreveport, Department of Community Development is soliciting Statements of Qualifications from professional planning, marketing and design firms to assist in developing an analysis of opportunities to strengthen the Ledbetter Heights neighborhood, just west of downtown Shreveport, including physical and programmatic linkages between Ledbetter Heights and adjacent neighborhoods. This project is partially funded with federal dollars. Respondents must be willing to comply with local procurement requirements and regulations governing federally-funded programs. Minority and women owned firms are encouraged to apply.

Purpose of Study

The City of Shreveport is at a significant turning point in its growth and development, as several market forces are converging that indicate the need for sound public policy decisions in the near future to both stimulate economic expansion and preserve facilities, cultural heritage, and other attributes that have been important in the historic development of the community. This situation is especially important in Shreveport's downtown area and its immediately adjacent neighborhoods of Ledbetter Heights, Allendale, and Cross Bayou.

A planning framework is needed to identify and evaluate a series of development opportunities that can strengthen and enhance the physical and programmatic connections between downtown Shreveport and those adjacent neighborhoods.

The City of Shreveport, in partnership with other supporters of this project, seeks proposals from professional consulting firms to carry out the study. Interested firms should review the submission guidelines established below, and may propose collaboration with others to provide the most desirable range of expertise to conduct the study and deliver a final report.

Situation Analysis

Shreveport has not attempted a comprehensive master plan revision for several decades. As a result, downtown and the adjacent neighborhoods have grown at different rates and with different patterns. The Metropolitan Planning Commission (MPC) is currently addressing this need through a new master plan project, although the product is not anticipated to be ready for review for at least a year, and then only in draft form. The Shreveport Downtown Development Authority (DDA) has been operating under an

approved plan for downtown entitled *Downtown 2010*, last revised in 2006. Additionally, Southern University at Shreveport (SUSLA) has obtained grant support for development of an analysis of opportunities to strengthen the Ledbetter Heights neighborhood just west of downtown Shreveport, including physical and programmatic linkages between Ledbetter Heights, downtown, and other adjacent neighborhoods.

Current & Anticipated Catalysts for Development

In the absence of strong comprehensive planning, downtown Shreveport and Ledbetter Heights have experienced development pressure in recent years from a variety of sources. Chief among these factors are several forces that should be leveraged for optimum beneficial impact on the community.

- ## Emergence of motion picture production industry in Shreveport, including construction of permanent film production studio in Ledbetter Heights.
- ## Increased demand for office space due to discovery of Haynesville Shale, anticipated to be the largest natural gas field in US history.
- ## Emergence of West Edge as a center for arts, culture, and entertainment activities and events.
- ## Completion and stabilization of Shreveport Convention Center and Hotel.
- ## Identification of Cross Bayou as potential stimulus for mixed-use development with emphasis on recreational activity and public access to the waterfront.
- ## Strengthening of local tourism as an industry, through regional marketing efforts and branding campaigns, as well as renewed emphasis on cultural tourism.

Study Goals

Recommend the optimum scale, location, and market demand for multi-year program of development in the target area. All elements of the multi-year program should be designed to support and enhance the sustainability of the development catalysts identified above.

Possible projects to be considered include:

- ## Mixed-use residential/office/retail/hotel
- ## Cultural attractions such as new or revitalized museums & Aquarium
- ## Marina and other water-related uses

Passive recreation and parks

Develop a framework of priorities to guide public policy makers, residents & property owners, and the investment/development community. Identify strategies, programs and facilities to encourage production and sustainability of mixed use and mixed-income developments that leverage those development catalysts identified above.

Target Area

The study area shall encompass the Ledbetter Heights neighborhood, a portion of Allendale to the west of Ledbetter Heights, and the downtown area adjacent to Cross Bayou (both banks).

The study area described above is illustrated in the attached Exhibit. The study area begins at the intersection of Allen Avenue and Ford Street, then running along Allen Street in a counterclockwise direction (South) to Murphy Street, to Pete Harris Avenue, to Milam Street, to Douglas Street, to Fannin Street, to McNeill Street, to Caddo Street, to Clyde Fant Parkway, to the north bank of Cross Bayou, to Common Street, to Caddo Street, to Ford Street, to the point of beginning.

Available Resources and Background Material

The city of Shreveport will provide a list of resources and materials upon request.

STATEMENT OF QUALIFICATIONS (SOQ)

This SOQ must include a brief history of the firm or organization and a resume' of each person in the office who will be assigned to the project; narrative of qualifications; resources committed to the project; strategies for public participation or consensus building; strategies and methodologies for managing the study; a listing of sub-consultants (if applicable); references including a listing of governmental bodies for which the respondent has been under contract and a similar project reference list. Statements of Qualifications (SOQ) should include the following:

I. Agency Information

- A. Name, Address, Telephone Number, Facsimile Number, Contact Person
- B. Type of Organization

C. Narrative of Qualifications

- Experience of the firm in performing planning and/or feasibility work with citations of specific projects and names of clients and periods of performance.
- Experience of the firms' work in downtown development planning, with citations of specific projects and names of clients and periods of performance.
- D. Resources (staff, equipment, materials to be committed to this project)
- E. Strategies for Public Participation
- F. Strategies and Methodologies for developing the plan
- G. Resumes of all individual professional staff members who would be performing the work, with relevant qualifications and experience.

II. Sub-Consultants

A. Names, Education, Experience, and Qualifications

III. References

A. A list of governmental agencies for which the respondent has been under contract, and three (3) reference of clients for whom the firm has performed similar work.

Selection and Submission Information

A selection committee will review all submissions. All responses will be evaluated on the basis of the information requested. They will be scored and ranked with the highest rating being awarded a contract. In the event of a tie, the most qualified respondent whose SOQ is deemed most advantageous to the City of Shreveport with all factors considered will be awarded a contract. The selection of finalists may require verbal presentations.

Complete qualification documents delineating the specifications can be obtained at the Department of Community Development, 1237 Murphy Street, Room 314, Shreveport, LA, during regular business hours, beginning April 06, 2009 Monday through Friday, 8:30 a.m. and 4:30 p.m. The Statement of Qualifications is also posted on the city's website at www.shreveportla.gov

If interested in applying for these professional services, please respond no later than 5:00 p.m., April 30, 2009. All responses shall be directed to Ms. Bonnie Moore, Director, Department of Community Development, Post Office Box 31109, Shreveport, LA 71130 or hand delivered to 1237 Murphy Street, Room 314, Shreveport, LA, 71101, (318) 673-5900. APPLICATIONS MAY NOT BE SENT BY FACSIMILE (FAX) or BY ELECTRONIC MAIL (E-MAIL).